

How the Survey was Conducted

Nature of the Sample: NPR/PBS NewsHour/Marist Poll of 1,075 National Adults

This survey of 1,075 adults was conducted November 28th through December 4th, 2018 by The Marist Poll sponsored in partnership with NPR and PBS NewsHour. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.7 percentage points. There are 835 registered voters. The results for this subset are statistically significant within ± 4.2 percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		78%	100%
Party Identification	Democrat	n/a	33%
	Republican	n/a	27%
	Independent	n/a	39%
	Other	n/a	2%
Party Identification	Strong Democrats	n/a	23%
	Not strong Democrats	n/a	10%
	Democratic leaning independents	n/a	14%
	Just independents	n/a	12%
	Republican leaning independents	n/a	13%
	Not strong Republicans	n/a	9%
	Strong Republicans	n/a	18%
	Other	n/a	2%
Party ID and Gender	Democrat men	n/a	11%
	Democrat women	n/a	22%
	Republican men	n/a	13%
	Republican women	n/a	13%
	Independent men	n/a	20%
	Independent women	n/a	19%
	Other party men and women	n/a	2%
Gender	Men	49%	46%
	Women	51%	54%
Age	Under 45	47%	40%
	45 or older	53%	60%
Age	18 to 29	22%	18%
	30 to 44	25%	22%
	45 to 59	26%	28%
	60 or older	28%	33%
Race	White	61%	65%
	African American	11%	11%
	Latino	15%	13%
	Other	12%	10%
Region	Northeast	18%	18%
	Midwest	21%	22%
	South	38%	38%
	West	23%	23%
Household Income	Less than \$50,000	43%	39%
	\$50,000 or more	57%	61%
Education	Not college graduate	62%	60%
	College graduate	38%	40%
Education by Race	White - Not College Graduate	35%	36%
	White - College Graduate	26%	30%
	Non-White - Not College Graduate	27%	24%
	Non-White - College Graduate	11%	10%
Education - Race - Gender	Men - White - Not College Graduate	17%	17%
	Men - White - College Graduate	12%	13%
	Men - Non-White - Not College Graduate	14%	11%
	Men - Non-White - College Graduate	6%	5%
	Women - White - Not College Graduate	18%	19%
	Women - White - College Graduate	14%	17%
	Women - Non-White - Not College Graduate	14%	13%
	Women - Non-White - College Graduate	5%	5%
White Evangelical Christians		21%	22%
Area Description	Big city	25%	25%
	Small city	19%	18%
	Suburban	19%	20%
	Small town	21%	20%
	Rural	15%	16%
Small city/Suburban Men		18%	16%
Other area Men		31%	29%
Small city/Suburban Women		20%	22%
Other area Women		31%	33%
Interview Type	Landline	34%	38%
	Cell phone	66%	62%

NPR/PBS NewsHour/Marist Poll Adults. Interviews conducted November 28th through December 4th, 2018, n=1075 MOE +/- 3.7 percentage points.

National Registered Voters: n=835 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

XMS0999. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults		
		Overall, do you find the holiday season to be:		
		More stressful	More fun	Unsure
		Row %	Row %	Row %
National Adults		38%	58%	4%
National Registered Voters		37%	58%	5%
Party Identification^	Democrat	44%	51%	5%
	Republican	34%	64%	3%
	Independent	35%	58%	7%
Trump Supporters		31%	64%	5%
Region	Northeast	33%	62%	5%
	Midwest	40%	57%	3%
	South	36%	61%	4%
	West	45%	49%	6%
Household Income	Less than \$50,000	44%	49%	7%
	\$50,000 or more	33%	64%	3%
Education	Not college graduate	42%	53%	5%
	College graduate	30%	66%	4%
Race	White	39%	57%	4%
	Non-white	38%	59%	3%
Race and Education	White - Not College Graduate	44%	53%	3%
	White - College Graduate	31%	64%	4%
Age	18 to 29	39%	61%	0%
	30 to 44	45%	55%	0%
	45 to 59	40%	57%	3%
	60 or older	30%	59%	11%
Age	Under 45	42%	58%	0%
	45 or older	35%	58%	7%
Gender	Men	38%	57%	5%
	Women	38%	58%	4%
White Evangelical Christians		35%	62%	3%
Area Description	Big city	41%	57%	2%
	Small city	32%	64%	5%
	Suburban	29%	66%	5%
	Small town/Rural	42%	53%	5%
Small city/Suburban Men		30%	64%	7%
Small city/Suburban Women		31%	66%	3%

NPR/PBS NewsHour/Marist Poll National Adults Split Sample. Interviews conducted November 28th through December 4th, 2018 n=516 MOE +/- 5.3 percentage points.

^National Registered Voters Split Sample: n=397 MOE +/- 6.1 percentage points. Totals may not add to 100% due to rounding.

XMS0101TRND. Marist Poll National Trend

National Adults			
Overall, do you find the holiday season to be:			
	More stressful	More fun	Unsure
	Row %	Row %	Row %
December 2018	38%	58%	4%
December 2010	59%	38%	3%

Marist Poll National Adults

		National Adults						
		Which one of the following do you dislike most about the holiday season?						
		The crowds	Finding the right gift	Gaining weight	Being with certain relatives	Credit card debt	Traveling	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		33%	16%	13%	11%	11%	8%	8%
National Registered Voters		32%	16%	13%	11%	10%	9%	9%
Party Identification^								
	Democrat	24%	20%	21%	12%	7%	7%	9%
	Republican	27%	16%	8%	13%	14%	11%	12%
	Independent	39%	13%	13%	9%	12%	8%	6%
Trump Supporters		37%	12%	9%	10%	11%	9%	11%
Region								
	Northeast	31%	13%	7%	10%	16%	12%	11%
	Midwest	34%	13%	17%	9%	10%	11%	6%
	South	36%	19%	10%	11%	10%	7%	6%
	West	27%	15%	18%	12%	10%	5%	12%
Household Income								
	Less than \$50,000	31%	16%	14%	13%	11%	7%	7%
	\$50,000 or more	35%	17%	12%	9%	11%	8%	7%
Education								
	Not college graduate	32%	17%	11%	12%	13%	8%	8%
	College graduate	36%	13%	15%	10%	8%	9%	9%
Race								
	White	32%	14%	12%	11%	11%	10%	10%
	Non-white	34%	18%	16%	11%	10%	6%	5%
Race and Education								
	White - Not College Graduate	32%	13%	8%	13%	14%	11%	9%
	White - College Graduate	33%	15%	16%	8%	8%	9%	11%
Age								
	18 to 29	21%	26%	10%	21%	11%	9%	2%
	30 to 44	47%	10%	12%	12%	8%	10%	3%
	45 to 59	36%	15%	17%	7%	10%	7%	8%
	60 or older	29%	14%	12%	6%	14%	9%	17%
Age								
	Under 45	34%	18%	11%	16%	9%	9%	3%
	45 or older	32%	14%	15%	6%	12%	8%	13%
Gender								
	Men	37%	14%	12%	11%	10%	9%	8%
	Women	29%	18%	15%	11%	12%	8%	8%
White Evangelical Christians		32%	12%	12%	12%	10%	14%	9%
Area Description								
	Big city	33%	12%	17%	9%	14%	9%	6%
	Small city	43%	17%	8%	7%	6%	12%	7%
	Suburban	35%	24%	15%	1%	12%	6%	7%
	Small town/Rural	27%	14%	12%	19%	11%	7%	10%
Small city/Suburban Men		43%	15%	9%	7%	7%	12%	8%
Small city/Suburban Women		35%	26%	15%	1%	11%	6%	6%

NPR/PBS NewsHour/Marist Poll National Adults Split Sample. Interviews conducted November 28th through December 4th, 2018 n=516 MOE +/- 5.3 percentage points.

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XMASDRD1. Marist Poll National Trend

National Adults							
Which one of the following do you dislike most about the holiday season?							
	The crowds	Finding the right gift	Gaining weight	Traveling	Being with certain relatives	Credit card debt	Unsure
	Row %	Row %	Row %	Row %	Row %	Row %	Row %
December 2018	33%	16%	13%	8%	11%	11%	8%
December 2012	33%	15%	12%	5%	8%	18%	8%

Marist Poll National Adults

XMS0101. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults			
		In December, do you think you should wish people:			
		Merry Christmas	Happy Holidays	Vol. Does not make a difference	Unsure
		Row %	Row %	Row %	Row %
National Adults		56%	31%	11%	1%
National Registered Voters		57%	31%	10%	1%
Party Identification^	Democrat	42%	47%	11%	1%
	Republican	80%	13%	6%	1%
	Independent	55%	31%	12%	2%
Party Identification*	Strong Democrats	41%	45%	13%	1%
	Soft Democrats	43%	45%	11%	1%
	Just Independents	55%	29%	13%	3%
	Soft Republicans	69%	22%	9%	1%
Party ID and Gender	Strong Republicans	86%	7%	5%	1%
	Democrat men	44%	37%	18%	1%
	Democrat women	41%	51%	7%	1%
	Republican men	82%	12%	5%	0%
	Republican women	77%	14%	7%	1%
Trump Supporters	Independent men	52%	31%	15%	2%
	Independent women	59%	32%	9%	1%
Region	Trump Supporters	80%	13%	7%	0%
	Northeast	50%	37%	11%	2%
	Midwest	55%	30%	13%	3%
	South	63%	28%	8%	1%
Household Income	West	52%	35%	14%	0%
	Less than \$50,000	54%	34%	11%	1%
Education	\$50,000 or more	59%	30%	10%	1%
	Not college graduate	59%	32%	7%	1%
Race	College graduate	52%	31%	16%	1%
	White	62%	26%	10%	2%
	African American	55%	38%	6%	1%
Race and Education	Latino	43%	48%	9%	0%
	White - Not College Graduate	68%	23%	7%	2%
Gender - Race - Education	White - College Graduate	55%	29%	15%	2%
	Men - White - Not College Graduate	66%	23%	9%	1%
	Men - White - College Graduate	61%	21%	17%	2%
	Women - White - Not College	70%	23%	5%	3%
Age	Women - White - College Graduate	50%	35%	13%	2%
	18 to 29	38%	53%	8%	0%
	30 to 44	59%	29%	12%	0%
	45 to 59	57%	29%	11%	3%
Age	60 or older	68%	19%	12%	2%
	Under 45	49%	40%	10%	0%
Gender	45 or older	63%	24%	11%	2%
	Men	56%	29%	14%	1%
White Evangelical Christians	Women	56%	34%	8%	2%
	83%	11%	5%	1%	
Area Description	Big city	41%	45%	14%	0%
	Small city	65%	22%	12%	1%
	Suburban	51%	36%	11%	2%
	Small town	63%	28%	7%	2%
	Rural	68%	22%	9%	2%
Small city/Suburban Men	63%	22%	13%	1%	
Small city/Suburban Women	54%	36%	10%	1%	

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*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

XMS0101TRND. Marist Poll National Trend

National Adults				
In December, do you think you should wish people:				
	Merry Christmas	Happy Holidays	Vol. Does not make a difference	Unsure
	Row %	Row %	Row %	Row %
December 2018	56%	31%	11%	1%
December 2017	59%	36%	n/a	6%
December 2016	57%	37%	n/a	5%
December 2012	66%	29%	n/a	5%
December 2011	64%	31%	n/a	4%
December 2010	61%	35%	n/a	5%
December 2007	67%	27%	n/a	5%

Marist Poll National Adults